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AUTHOR	Fink, Arlene
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ABSTRACT

The nine-volume Survey Kit is designed to help readers prepare and conduct surveys and become better users of survey results. All the books in the series contain instructional objectives, exercises and answers, examples of surveys in use, illustrations of survey questions, guidelines for action, checklists of "dos and don'ts," and annotated references. This volume, the first in the series, deals with skills and resources needed to conduct a survey. The skills include identifying specific survey objectives, designing studies and sampling respondents, developing reliable and valid self-administered questionnaires and interviews, administering the survey, and analyzing and reporting the results. Specific objectives are to identify the characteristics of high-quality surveys, describe the usefulness of surveys, and distinguish among types of survey instruments. Reliability and validity are defined, and ways to interpret data from open-ended questions are discussed. Other aspects of survey administration, including considerations of cost and efficiency, are discussed. The following chapters are included: (1) "What Is a Survey? When Do You Use One?"; (2) "Sound Survey Design"; (3) "Reliable and Valid Survey Instruments"; and (4) "Reasonable Resources." An annotated list of 31 additional readings is provided. (Contains 32 examples, 6 figures, and 1 table.) (SLD)

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